



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov



Bib Data Sheet

CONFIRMATION NO. 4095

SERIAL NUMBER 09/978,144	FILING DATE 10/15/2001 RULE	CLASS 345	GROUP ART UNIT 2673	ATTORNEY DOCKET NO. 22407-05492
APPLICANTS Scott A. Rosenberg, Somerville, MA; Matthew H. Self, Redwood City, CA;				
** CONTINUING DATA ***** THIS APPLN CLAIMS BENEFIT OF 60/240,715 10/15/2000 AND CLAIMS BENEFIT OF 60/240,714 10/15/2000				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 11/19/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Verified and Acknowledged	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Examiner's Signature _____ Initials _____	STATE OR COUNTRY MA	SHEETS DRAWING 9	TOTAL CLAIMS 54
INDEPENDENT CLAIMS 7				
ADDRESS 00758				
TITLE Method and system for dynamic ad placement				
FILING FEE RECEIVED 1818	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov



Bib Data Sheet

CONFIRMATION NO. 4095

SERIAL NUMBER 09/978,144	FILING DATE 10/15/2001 RULE	CLASS 705	GROUP ART UNIT 3622	ATTORNEY DOCKET NO. 22407-05492
APPLICANTS Scott A. Rosenberg, Somerville, MA; Matthew H. Self, Redwood City, CA;				
** CONTINUING DATA ***** This appln claims benefit of 60/240,715 10/15/2000 and claims benefit of 60/240,714 10/15/2000				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 11/19/2001				
Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no 35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Verified and Acknowledged	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Examiner's Signature _____ Initials _____	STATE OR COUNTRY MA	SHEETS DRAWING 9	TOTAL CLAIMS 54
		INDEPENDENT CLAIMS 7		
ADDRESS 020306 MCDONNELL BOEHNEN HULBERT & BERGHOFF 300 SOUTH WACKER DRIVE SUITE 3200 CHICAGO , IL 60606				
TITLE Method and system for dynamic ad placement				
FILING FEE	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time)	